



# Chapter 3

## Goals and Objectives

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### Introduction

The first Neighborhood Advisory Committee meeting and first Community Workshop identified a comprehensive listing of community “Pros and Cons” and neighborhood challenges. Following these meetings, a preliminary goals statement was developed and agreed to at the second Neighborhood Advisory Committee meeting. The six goals form the overall framework of the neighborhood improvement plan. Within each goal statement, more detailed objectives are established to further organize the specific actions of the plan.

### Goals and Objectives

#### 1

#### NEIGHBORHOOD APPEARANCE AND MAINTENANCE GOAL:

*Achieve An Attractive and Orderly Looking Neighborhood.*

- A. Continuous Tree-Lined Streets**
- B. Good Looking School Buildings, Grounds and Public Areas**
- C. Residential Front Yard and Side Yard Upkeep**
- D. Clean Streets and Streetscapes**
- E. Distinct Visual Theme on Major Streets with Consistent Streetscape Program**



## 2 TRANSPORTATION AND PARKING GOAL:

*Promote Accessibility, Parking, and Safety for Residents on Local Streets While Reducing the Adverse Impacts of Cut-Through Traffic.*

- A. More Livable Streets
- B. Well Maintained Streets
- C. Improve Parking Facilities and Reduce Parking Congestion
- D. Free Streets of Big Truck Clutter
- E. Support Alternative Transportation Modes
- F. Improve Access to Recreation Facilities Limited by Coyote Creek or Incomplete Roadways

## 3 LAND USE GOAL:

*Retain the Wide Variety of Housing and Commercial Retail Shopping Opportunities.*

- A. Vibrant and Affordable Residential Neighborhoods Without Overcrowding
- B. Sense of Community in Commercial and Retail Shopping Areas
- C. Adequate Room for Cultural Facilities

## **4 PARKS AND RECREATION GOAL:**

*Enhance and Improve Neighborhood Connections and Community Use of Kelley Park and Coyote Creek Open Space and Trails While Expanding Close to Home Neighborhood-Serving Parks.*

- A. Schools Serving Neighborhood Recreation and Gathering Place Needs*
- B. Other Available “Close-to-Home” Recreation for Children and Adults*
- C. A Community Park at Carroll Ranch for Ample Neighborhood Sports Fields and Other Facilities*
- D. Kelley Park Acts as a Local Neighborhood Recreation and Park Resource*
- E. Coyote Creek Open Space Provides Opportunities for Neighborhood Recreation Activities*

## **5 SOCIAL AND CULTURAL GOAL:**

*Celebrate the Rich Ethnic and Cultural Diversity of the Area While Fostering Neighborhood Communication, Unity and Inclusion.*

- A. Enhanced Neighborhood Communication*
- B. Creative Solutions for Socio-Economic Issues*

## **6 COMMUNITY FACILITIES AND SERVICES GOAL:**

### ***Improve Community Facilities and Services on All Community Levels.***

- A. School Facilities to function as “Hubs” of Community Services and Activities**
- B. Overall Sense of Community Safety**
- C. Graffiti Free**
- D. Effective Code Enforcement**

■ In the chapters that follow, overall concept plan approaches which underlie the action program for each of these groups of goals and objectives is discussed in Chapter 4. The Strategic Action Plan comprising the Top Ten Priority Actions and the detailed Action Plan Matrix is presented in Chapter 5.